**HGTV HOME
AREA RUGS
BY SHAW**

Interior designers favor area rugs because they turn flooring into a flexible element. Layering an area rug over a hard surface floor, or even over a neutral carpet, allows homeowners to personalize a space by introducing various patterns that can be easily changed as design preferences evolve.

Shaw Floors is well aware that consumers want their homes to reflect their personal design style and developed the HGTV HOME Area Rugs by Shaw collection with versatility in mind. The line includes 20 eco-friendly styles in two collections called Haven and Inspire.

Haven Area Rugs

The Haven rug collection is made of Shaw's recyclable EverTouch® nylon, which can be recycled into new nylon fiber at Shaw's Evergreen Nylon Recycling Facility. These rugs feature contemporary and transitional designs with classic global influences. Highlights from the Haven line include:

• **Mod Links:** What was old is new again. Thanks to the popularity of TV shows like *Mad Men*, this retro rug appears bold and new—with an interlacing link pattern and up-to-the-minute colors.

• **Vintage Bloom:** Floral patterns never go out of style. This rug showcases romantic, large-scale blossoms in subtle colors that seem almost painted rather than woven.

Inspire Area Rugs

The Inspire rug collection includes styles made of Shaw's ClearTouch® PET carpet fiber, which contains a minimum of 25 percent post-consumer recycled content derived from plastic bottles that would otherwise end up in landfills. These rugs reflect young, modern and on-trend looks with vibrant coloring and bold patterns. Highlights from the Inspire line include:

• **Loop de Loop:** Geometric designs add a contemporary feel. This pattern, which features brightly colored, overlapping rings that cascade across a neutral background, offers a simple yet effective visual.

• **India:** Travel around the world without ever leaving home. This modern interpretation of a traditional paisley pattern is vivid and playful with a bohemian flair.